



Read Local, Buy Local

Chapters Indigo Books & Music partners with BC not-for-profits to celebrate Earth Day in Vancouver and Victoria

April 14, 2010

FOR IMMEDIATE RELEASE

VANCOUVER —What's green and read all over? BC books and magazines, which are the focus of over 20 in-store events taking place at Chapters locations in Vancouver and Victoria on Earth Day, April 22, and April 24 and 25.

Chapters Indigo Books & Music has partnered with three BC organizations—the Association of Book Publishers of BC, the BC Association of Magazine Publishers and the Sierra Club BC—to present “Read Local, Buy Local,” a new event series that encourages readers to think locally when purchasing reading material, just as they do when selecting food and other products.

“Earth Day is a fantastic opportunity for us to raise awareness of homegrown publications and the contributors whose talent they cultivate,” says Heidi Waechter, project coordinator for the BC Association of Magazine Publishers (www.bcmags.com). The association, established in 1993, represents, connects and promotes the diverse British Columbia magazine industry by uniting and fostering the immense talent, knowledge and skills of its more than 80 member publishers. “Just as BC magazines reflect our lifestyles, the presenters at our magazine events will provide practical information on how to be more mindful of the environment in our everyday lives, from green home renovations to family hiking trips. They’ll also speak to hard-hitting issues, such as the Great Pacific Garbage Patch and other environmentally sensitive projects in Western Canada.”

Gerilee McBride, executive assistant at the Association of Book Publishers of BC, says, “It’s a great opportunity to not only celebrate BC books but to also promote those titles that bring awareness to what it means to be ‘environmental’ in today’s world.” Topics from the BC book publishers’ authors include food security, gorilla gardening and climate challenges. The Association of Book Publishers of BC (books.bc.ca) is the provincial association of BC owned and controlled book publishing companies, founded in 1974, whose aims are to foster an environment in which our members will flourish and to expand an awareness of the value of books in all our lives.

“Partnerships like this are the ultimate win-win as celebration of local culture, support for local sustainable business and environmental awareness reinforce each other to build a strong sense of place and sustainable local economies,” says Moira Campbell of Sierra Club BC (sierraclub.bc.ca). Sierra Club BC is the oldest and best-known environmental organization in the province, dedicated to safeguarding BC’s wild places and promoting the responsible use of our natural resources. Sierra Club local groups around BC defend old-growth forests and ecosystems, help combat global warming and safeguard our clean air and water.

The “Read Local, Buy Local” series consists of 28 free sessions open to the public, including family activities, readings, talks and demonstrations. Events will be held concurrently at Chapters Robson (788 Robson St., Vancouver), Chapters Granville (2505 Granville St., Vancouver) and Chapters Victoria (1212 Douglas St., Victoria) on April 22, 24 and 25. For the full event schedule, see www.bcmags.com/readlocal.

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MEDIA CONTACT

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